

Notice



Identification

Reference Number:	22032157
Request ID:	14-82006
Date First Offered	11/18/2011
Title:	CEO Tourism Call Center Renewal/Marketing Alternatives
Agency Reference Number:	82006
Agency:	CEO - Commerce and Economic Opportunity
Purchasing Agency:	CEO - Commerce and Economic Opportunity
Purchasing Agency SPO:	Cindy Krebs
Status:	Published

Overview

Description and Specifications:

The Illinois Department of Commerce and Economic Opportunity (DCEO), Office of Tourism intends to exercise the first of two optional renewal years available on its' contract with Marketing Alternatives, Inc. Marketing Alternatives provides services that include furnishing, installing, maintaining and supporting a Call Center for incoming tourist information requests via the State of Illinois 800 number: (800-2CONNECT).

The call center is a necessary part of the Illinois Office of Tourism marketing structure. It is one of the "calls to action" on all of our advertising, both print and television. Tourists must have a means of obtaining the Illinois travel guide book and to get their questions answered about Illinois to book their trips to Illinois.

The initial award (Illinois Procurement Bulletin number 22021530) clearly indicated an initial contract period ending on June 30, 2014 with two optional one-year renewals. The Department of Commerce and Economic Opportunity is exercising it first renewal option leaving one renewal option remaining.

Key Information

Notice Type:	Contract Renewal
Published:	03/26/2014
Notice Expiration Date:	04/10/2014
Professional & Artistic:	No
Small Business Set-Aside:	No
Does this solicitation contain a BEP or DBE requirement?:	Yes
Does this solicitation contain a Veteran requirement?:	
Relevant Category:	General Services
Length of Renewal Term:	12
Contract Begin Date:	07/01/2014
Contract End Date:	06/30/2015
Remaining Renewal Terms:	1

Contract Renewal

Cost of Initial Term:	\$85,864.26 (Total Dollar Amount of Initial Term)
Cost of this Renewal:	\$150,000.00 (Total Dollar Amount of Renewal)
Renewal Increase/Decrease:	No change

Change in Specifications: No
Renewal Number: 1 of 2

Vendor(s) Selected for Award

Vendor Name	Amount of Award	BEP Goal %	DBE Goal %
<u>Marketing Alternatives, Inc.</u>	\$150,000.00	20%	0%

Notice Contact

Name: Rick Rogers
Street Address: 500 E. Monroe
IL - 320
City: Springfield
State: IL
Zip Code: 62701
Phone: 217-524-8148
Fax Number: 217-558-5146
EMail Address: rick.rogers@illinois.gov

Class Code

Class Codes: S400 Miscellaneous Services

Attachments

To download file(s), click on filename(s) located below. Not all Notices will have files to download.

File Attachments:



Vendor Award Information



Help

Created Date:	03/26/2014
Created By:	Rick Rogers

Identification

Reference Number:	22032157
Title:	Tourism Call Center Renewal/Marketing Alternatives

Vendor Selected for Award

Vendor Name:	Marketing Alternatives, Inc.
Vendor Contact Name:	Gary Jon Stanko
Vendor Street Address:	300 Exchange Drive
Vendor City:	Crystal Lake
Vendor State:	IL
Vendor Zip Code:	60014
Vendor Phone Number:	847-444-9478
Vendor Fax Number:	847-719-2288

Key Information

Amount of Award:	\$150,000.00 (Total Dollar Value Only)
Amount of Increase/Decrease:	\$0.00 (Dollar Value Only)
Indicate Increase or Decrease:	No Change
Renewal Options:	1 of 2
BEP Goal Amount (Percentage):	20.00%
DBE Goal Amount (Percentage):	0.00%
Will Sub-Contractors Be Utilized?	Yes

